

**Subject:** Re: Hollywood Media District - Highland Medians Melrose to Sunset Landscaping Demonstration Project  
**From:** Lisa Schechter <lisa@mediadistrict.org>  
**Date:** 07/13/2016 05:54 PM  
**To:** Monica Rodriguez <monica.rodriguez@lacity.org>  
**CC:** "kevin.james@lacity.org" <kevin.james@lacity.org>, Jim Omahen <jim@mediadistrict.org>

Dear Monica:

I was under the impression that the Adopt A Median was for pre-construction of a median not existing at least that what I was told. In any case I would be willing to work with you regarding a design contest to have our six existing "old" medians re-designed with new irrigation as well as drought tolerant plants. I realized the City does not have funds to implement but there are other ways that it can help. I really liked the idea of having a contest for the design work. Is that something that PW would be interested in?

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**From:** Monica Rodriguez <[monica.rodriguez@lacity.org](mailto:monica.rodriguez@lacity.org)>  
**Date:** Wednesday, July 13, 2016 at 2:43 PM  
**To:** Lisa Schechter <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)>  
**Cc:** "[kevin.james@lacity.org](mailto:kevin.james@lacity.org)" <[kevin.james@lacity.org](mailto:kevin.james@lacity.org)>, Jim Omahen <[jim@mediadistrict.org](mailto:jim@mediadistrict.org)>  
**Subject:** Re: Hollywood Media District - Highland Medians Melrose to Sunset Landscaping Demonstration Project

Hi Lisa,  
YES! It was an effort to streamline the permitting process for the adopt a median program, giving cost effective pre-approved options for those wishing to sponsor a median. When you say, 'partner' what are you suggesting? We don't have funds allocated for implementation. We had a small amount as part of the pilot, but those funds were expended in June.

Let me know how I can be of assistance.

Monica

**Monica Rodriguez**

**Vice President, [Board of Public Works](#)**  
**City of Los Angeles**  
**200 N. Spring Street, Room 361**  
**Los Angeles, CA 90012**  
**213.978-0252**

On Wed, Jul 13, 2016 at 2:28 PM, Lisa Schechter <[lisa@mediadistrict.org](mailto:lisa@mediadistrict.org)> wrote:  
Dear Commissioner James and Commissioner Rodriguez:

I am the Executive Director of the Hollywood Media District BID, and as such our Board is currently looking to upgrade our existing six (6) medians (Melrose - Lexington) in coordination with the two new median islands (Ferris Webhe) is working on currently on Highland (DeLongpre to Sunset). Recently I read an article about an award that Public Works awarded to UCLA Extension students within the school of Landscape Architecture to design a demonstration project for existing medians along San Vicente Boulevard. I would like to partner with Public Works in doing something similar for our medians along Highland which are in desperate need a makeover with California drought tolerant plants along with improved irrigation. It seems like the perfect opportunity to partner with the City on this type of project as Ferris new medians are in the process of being built.

Let me know if you are interested in partnering with the Media District BID.

Thank you for your consideration,

Lisa Schechter  
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